CANADIAN Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

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$10 MILLION INTO CANADIAN STUDIOS

13 Gs To VV Via Formby's Show

Variety Village got $13,000 from a $40,230.50 gross rung up by George Formby in a one-week six-city tour, for which he came from Britain and donated his services. The lovable Lancashireman, topping a great vaudeville show emceed by Monty

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Para Has Strong Short Subject List

Fifty-two one-reel subjects, five VistaVision two-reelers in Technicolor and 52 issues of Canadian Paramount News will make up the Paramount Pictures short subjects release schedule for the 1955-56 season, Oscar A. Morgan, the depart-

(Continued on Page 3)

ELASTIC COMES OFF THE B-ROLL FOR BRICKS & MACHINES

There's work to be done and money to be made in the Canadian motion picture production industry which, stimulated by TV possibilities and the growing use of films for sales promotion and public relations, is prepping for a big future. To those made for such uses must be added the considerable output of the National Film Board, Provincial Government picture departments and even such semi-Government setups as the film unit of the Ontario Hydro-Electric Commission.

Money talks in this matter of betting on the future of this type of production, with some companies investing additionally to make room for feature films for theatre exhibition. How much money? Hold your breath

(Continued on Page 3)

UA's Marty, NFB Cartoon Win At Cannes Festival

United Artists' feature, Marty, won the Golden Palm grand prize at the 1955 Cannes International Film Festival, while Norman McLaren of Canada's National Film Board took first in the animated cartoon class with Blinkity Blank.

WB's East of Eden was the best dramatic film, with Elia Kazan getting special mention for its direction, and Spencer Tracy took the male acting honor for Bad Day at Black Rock. Best actress was Haya Harari, Israeli star, for Hill 24 Doesn't Answer.

Lost Continent, an Italian feature documentary in CinemaScope, won a special jury prize for its beauty and its remarkable use of sound.

Two prizes for direction went to Jules Dassin for his work on a French picture, Du Rififi Chez Les Hommes, and

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20 In 20 Weeks From Republic

Twenty pictures in the 20 weeks beginning early in May is the delivery schedule of Republic product, it was stated in New York by Richard W. Altschuler, director of world-wide sales. This schedule, one of the heaviest in recent film history,

(Continued on Page 15)

Emp-U, Repub Quits?

Strong rumour has it that Empire-Universal won't be handling Republic product after July 31. Emp-U has been releasing the Disney product, which has more on the way. Confirmation is not obtainable as we go to press. The rumour isn't new.

MATHERS UP; GARFIN TO TORONTO

A. W. (Alf) Perry, president of Empire-Universal Films Limited, announced several promotions in the company's sales organization last week in Toronto. In line with Empire-Universal policy, all promotions are from the ranks and take effect June 1. The appointments follow:

Herb Mathers, manager of the Toronto branch, moves up to assistant to Mark Plottel, sales manager.

Joe Garfin, who joined the company late in 1936, succeeds Mathers as head of the Toronto office. He was Calgary branch manager.

Cy Brown, with Empire-Universal since November, 1947, and formerly salesman in Calgary, follows Garfin as supervisor of the office in that city.

Mike Brager, formerly booker, takes over as salesman in Calgary.

Empire-U's U-I Lineup Geared For Big BO

Returning from the mid-year sales executive conference of Universal Pictures Company in Hollywood, A. W. Perry and Mark Plottel, respectively president and general manager of Empire-Universal Films Limited, expressed great enthusiasm about the films they saw and others on the way to Canadian exhibitors.

Universal's top executives, among them Milton R. Rackmil, N. J. Blumberg, Alfred E. Daff, Charles J. Feldman and Edward A. Muhl, welcomed the Canadians to the "sales executives preview" of films to be released between now and the end of the year — films they believe

(Continued on Page 7)

UA's 'The Indian Fighter'

Elsa Martinelli, fashion model, has been signed to star opposite Kirk Douglas in UA's The Indian Fighter.

Owen Bird Heads BC Exhibitors Assoc'n

New president of the British Columbia Exhibitors Association is Owen Bird of the Yoho Theatre, Golden, who stepped up from v-p to succeed Len B. Johnson. Max Chechick took over from Maynard Joiner as vice-president. K. E. Hayter is now treasurer and was succeeded as secretary by G. A. Sutherland.

Johnson was named chairman of the committee to look into the support and financing of the proposed MPICC motion picture public relations institute.

NO CBC TOLL-TV, STATES DUNTON

Toll-TV could not be applied in Canada by the CBC, A. Davidson Dunton, chairman of the Canadian Broadcasting Corporation, told the special Commons Committee in Ottawa last week in reply to a question by W. G. Dinsdale, Progressive-Conservative from Manitoba. He explained that it was neither technically nor financially practical. Another committee member, I. W. Studer, Saskatchewan Liberal, made an interesting observation. "Since the CBC is publicly financed," he said, "it would be double pay-as-you-see television."

Nothing was said that indicated a ban on the use of toll TV by private stations, which the CBC licenses and which are subject to its rulings at any time. It should also be noted that stations or enterprises using wire or co-axial cable to transmit TV are outside CBC authority, which extends only to the airwaves.

UNVEIL PARAMOUNT'S VISTAVISION SCREEN AT FPCC'S IMPERIAL

Several thousands guests were present at a private demonstration of the new VistaVision screen at the Imperial, Toronto — the first in Canada and the second on the continent. The 54'x30' image of Strategic Air Command drew expressions of surprise and appreciation and the film, with unprecedented photographic clarity and unusual depth, won applause at its conclusion. It had many scenes that helped VistaVision prove its great value in improving film presentation.

SMASHING EVERY RECORD IN THE HISTORY OF THE SUTTON THEATRE, N. Y.

MARTY — 1st Week
NEW HOUSE RECORD!

MARTY — 2nd Week
OUTGROSSED FIRST WEEK!!

MARTY — 3rd Week
BIGGER THAN SECOND WEEK!!!

MARTY — 4th Week
EQUALS FIRST WEEK!!!!

MARTY
AND STILL GOING STRONG!

MARTY
NOW BEING BOOKED BY THE LARGEST A THEATRES EVERYWHERE!

MARTY
A TRULY UNSURPASSED PERFORMANCE BY A GREAT MOTION PICTURE, THAT STARTS OUT BIG AND GETS BIGGER AS IT PLAYS.

FLASH!
"Marty" awarded the Grand Prize at the Cannes Film Festival for the best motion picture in world competition.

HECHT-LANCASTER present
"MARTY"

Starring
ERNEST BORGNINE and BETSY BLAIR
Story and Screenplay by PADDY CHAYEFSKY
Directed by DELBERT MANN · Produced by HAROLD HECHT
Associate Producer — PADDY CHAYEFSKY

thru UA

Canadian Film Weekly

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PARA'S SHORTS

(Continued from Page 1)

ment's sales manager, disclosed recently. Forty of the coming year's 52 one-reelers will be cartoons, and 36 of the cartoons will be in Technicolor. The remaining one-reelers will be black-and-white.

The number to be released in each cartoon series includes eight Popeyes, six Noveltoons, four Herman & Katnips, six Casper, the Friendly Ghost, 12 Cartoon Champions and four Speaking of Animal Champions. Completing the single-reel schedule will be six Grantland Rice Sportlights and six Paramount Toppers.

The five special VistaVision two-reelers, which will lend an international flavor to the program, are VistaVision Visits Norway, VistaVision Visits Mexico, VistaVision Visits the Sun Trails, VistaVision Visits Hawaii, and VistaVision Visits Japan.

Commenting on the 1955-56 program, Morgan said: "Through careful surveys continually conducted by my department, it has become increasingly apparent that exhibitors' requirements boil down to this: (1) they want a greater number of quality cartoons; (2) they want a limited number of special subjects such as our VistaVision two-reel pictures which can be booked carefully by the exhibitor to round out an outstanding show, and (3) they want a reasonable number of sport subjects and miscellaneous one-reelers. We believe our 1955-56 program meets the exhibitors' needs in every respect."

August, 1955, will mark the 28th anniversary of continuous service to theatres by Paramount News under the editorship of A. J. Richard. Morgan, quoting an MPAA report, had this to say about the newsreel. "The newsreel cameras brought to the screen a first hand pictorial report of the outstanding news events in 90 different countries—once again the newsreels made an outstanding record of bringing to the theatre screens a well-edited, pictorial report of the significant happenings throughout the world in 1954."

Paramount Film Service is the company's Canadian outlet.

$10 Million Investment

(Continued from Page 1)

— about $10,000,000 in the past couple of years and the next to come, say people who ought to know. That's the kind of cash and credit that will be in bricks and machines. And it's a tremendous investment, considering the size and state of the present production industry.

When the money is spent Canada will have first rate studio housing and equipment. The market will have grown in proportion or such facilities will be crying to be used. It's not unlikely that the second case will be followed by requests for government protection.

The big item in making up the total is the National Film Board's Montreal plant, now being constructed, which one day may house private production, since the fight to change the NFB from a production body to a policy one isn't over. The amount approved for tender was $5,230,000, which doesn't represent anything but the four walls, and industry people say that an $8,000,000 total is not too far out.

Next follows the $800,000 expansion expenditure of Film Laboratories of Canada for its plant near Toronto. Equipment, alterations and additions have been completed for most of the program and last week concrete was poured for the 100'x150' sound stage, to be the largest in Canada. The company states frankly that in addition to other types of production, it intends to make feature films.

Recently opened was the new plant of Crawley Films Limited, Ottawa, Canada's largest non-theatrical film producers. Crawley's says that the addition to its old facilities represents an investment of $300,000.

Canada's oldest production-lab organization, Associated Screen News, which changed hands not too long ago, has invested about $450,000 in modernizing its Montreal headquarters.

Shelly Films Limited, another production-lab firm, just moved into a newly-constructed plant in Long Branch, near Toronto, for which it is estimated to have invested about $200,000.

Right now a new company, Master Film Studios Limited, is spending $125,000 to convert a Calgary building into a motion picture studio to serve Western Canada.

Rapid Grip & Batten Studios, near Toronto, estimates that it has spent about $50,000 in the last year or so for equipment and changes.

Many small production companies have opened in the last couple of years and some have made sizeable investments in studio space and equipment. Meridian Productions Corporation Limited opened its own studio in the heart of downtown Toronto and, like some others, has top advertisers as accounts for TV commercials and films. The Ministars Studios, Toronto, is another firm about to move into enlarged premises.

Canadian Television Films recently opened a studio in Weston, near Toronto, and rents space to producers without such facilities. Canadian Telefilm Productions of Windsor will move from its present studio, which occupies 1,500 square feet to another of 14,000 square feet in June.

New names keep coming up in the production field — Canadian Telefilms Company, Montreal; Delta Films, Three Rivers, Quebec; Christopher Productions, Toronto; Guernand Film Company, Montreal. There are small-scale producers working in various parts of Canada under their own names whose capabilities are well known — Francis J. S. Holmes of Winnipeg, Leslie Thatcher of Toronto, Lou Soucy of Montreal, Art Hundert of Vancouver, etc.

Though Canada's studios are spread around, they are strongly represented in Toronto, for it is estimated that about 75 per cent of private business comes from agencies and firms headquartered in our largest English-language city.

The truest reflection of the growth to date of film production can be had from the companies which sell raw stock in Canada. Their sales have doubled several times over those of a few years ago. It must be remembered that the Canadian Broadcasting Corporation is a large user of 16 mm. raw stock and that some Canadian theatre-printing labs now process more small-gauge footage than the bigger size.

Keeping pace with the expansion of photographic facilities and equipment are the processing people. A goodly chunk of the estimated $10,000,000 has gone into the labs, which are ordering machines for color work and converting others.

MGM To Release 38 Shorts Starting Sept.

MGM will release a total of 38 single reel shorts subjects, in addition to the regular issues of News of the Day, for the new season starting September.

The list of shorts will be headed by six CinemaScope cartoons in Technicolor, six standard-width cartoons in Technicolor and 14 Gold Medal Reprints in the same color process.

There will also be six Robert Benchley reprints and six The Passing Parade reissues.

OUR BUSINESS by N.A. Taylor

Joe Gloom,
Recessionville, Canada.

Dear Joe:

Your business is very bad. Attendance has dropped and grosses have dropped. Where you formerly enjoyed a good profit every week, you are now operating a borderline business. What are you going to do about it?

The solution is simple. Another one or two hundred patrons per week might well make the difference between staying in business or failing. For a man like yourself, who has served your community so well for so many years, this is not a great deal to ask. How can this be accomplished?

The resourcefulness and self-reliance of the individuals engaged in our business helped make it what it was. You, for example, have always thought you could operate your own theatre better than anybody else and needed no advice or assistance in such operation, or in your buying or booking. Do you still think so today?

* * *

Our business is now beset by problems never faced before. Coupled with the invasion of TV has come an economic recession and there are other adverse factors. The net result is that theatres all over the country are in much the same position as yours and some have resorted to premiums and other gimmicks in order to try to hypo their box-office. Have you tried such things, Joe, or have you decided that these are only temporary palliatives and that the business needs something more lasting? If you have thought about it enough, you must have come to the conclusion that there is something our business can do as an entity which would heighten the interest of the public in moviegoing and generally create some kind of upsurge at boxoffices collectively. If you have thought about it, you have come to the obvious conclusion that this is the only thing that has not been tried and it might, perchance, help everyone. Have you thought about it, Joe?

* * *

Such a plan was presented at the last meeting of the Motion Picture Industry Council of Canada and accepted in principle. Your Exhibitor organization recently sent you a pledge for such a plan which, at very little cost, might return huge dividends. You failed to respond to this. Perhaps you told yourself you couldn't afford it. Would you discontinue

(Continued on Page 6)

J. ARTHUR RANK ORGANIZATION

10th anniversary

chance meeting

the sea shall not have them

one good turn

technicolor **mad about men**

the night my number came up

re-release **red shoes**

eastman color **nearer to heaven**

the divided heart

technicolor **to paris with love**

the ship that died of shame

FILM DISTRIBUTORS (CANADA) LTD.

parade of hits!

5

as long as they're happy *eastman color*
out of the clouds *eastman color*
the purple plain *technicolor*
the beachcomber *technicolor*
simba *eastman color*
above us the waves
doctor at sea *technicolor, vistavision*
romeo and juliet *technicolor*
passage home
value for money *technicolor, vistavision*

FORMBY'S SHOW

(Continued from Page 1)

Hall, played a total of eight performances in Montreal, Ottawa, Toronto, Kitchener, Hamilton and London. This was his second Canadian tour in five years and he was welcomed warmly everywhere.

Arranged for Variety by Canada's best known impresario, Ernest S. Rawley, manager of the Royal Alexandra Theatre, Toronto, the tour did remarkably well during a week that will be remembered as one of the worst in Canadian Show Business. Rawley and Les Appleby, who acted as business manager of the venture, feel that the gross would have been at least 20 per cent higher a month earlier.

The tour was a stage for showing the generosity of showfolks of every connection. Like Formby, Monty Hall donated his services, as did Bill Dale, president of the stagehands' union in Toronto and a Royal Alex staffer, who not only handled the lighting but acted as stage manager as well. The Ottawa stagehands, also of the IA, cut their fee sharply.

Frank Kavanaugh drew the ads without charge, Associated Screen News gave the trailers, Eaton's Auditorium and the Imperial Theatre made drapes available and George Altman, through his Mavety Film Delivery, saw that they got to each city.

Variety's friends also got into the act. For instance, both the Royal York Hotel, Toronto and the Wolper House, Kitchener, refused to render a bill for accommodations for Mr. and Mrs. Formby.

A remarkable job of publicity accompanied the Formby engagements, with most stories being written by Bob McStay, p.a. and Toronto mugg of the NY periodical, Variety. In Montreal Tommy Cleary of Consolidated Theatres supervised the publicity, in Ottawa it was Ray Tubman of the Capitol, in Kitchener Bob Crosby of the Memorial Auditorium, in Hamilton Al Ford of the Palace, in London Harry Law of the Arena, and in Toronto Rawley and McStay pitched in to help Spiff Evans of the Maple Leaf Gardens.

Part of the time the Formbys stayed with an old friend, H. E. (Chick) Simpson of Simpson Motor Sales, New Toronto, who drove them to the various cities. Simpson, visiting Variety Village with the Formbys, noticed that the boys were still using a small-screen TV set and sent over a 21-incher.

In Toronto the Formbys were welcomed with a luncheon by the Variety Club canvasmen. Chief Barker Harry S. Mandell, comptroller of 20th Century Theatres, presented Mrs. Formby with a compact. Then Past Chief Barker Reuben W. Bolstad, vice-president of Famous Players Canadian Corporation, gave George a gold honorary membership card and a set of specially-made cufflinks featuring his initials and the head of The Barker.

The Formby gold card is the third issued by the Toronto tent, the first Variety Club in the British Commonwealth, during its ten-year existence. The first went to Danny Kaye, who played a benefit and participated in the opening of Variety Village in 1949, and the second to the Duke of Edinburgh.

Formby, thanking the Variety men, said that he would come to Canada at any time for Variety Village or any truly worthy cause — and that he would probably never make the trip for personal gain. His recovery from a heart condition gave him the determination to help others not so fortunate as himself, he said.

Everywhere the British comedian went he won an affectionate reception. His audiences were made up of every type of Canadian and were heavily sprinkled with Old Country folk.

At the IPA Canadian Regional Convention in Toronto

The fourth regional convention of the International Popcorn Association, held in the King Edward Hotel, Toronto, under the co-chairmanship of J. J. Fitzgibbons, Jr., Theatre Confections Limited, and Sydney Speigel, Super Pufft Popcorn, heard authorities on every phase of the concessions field. Those present participated in open forums after the speakers, enjoyed an excellent lunch as guests of Coca-Cola, and received souvenirs and prizes of the occasion.

The top photo shows Bert Nathan and Thomas J. Sullivan, respectively president and executive secretary of the IPA, with Al Easson, manager of the Oakwood Theatre, Toronto, who won binoculars. The bottom photo shows the luncheon, with Sullivan, Speigel, Fred Allen of Coca-Cola and Fitzgibbons at the head table.

Tyrone Power In 'Duchin'

Tyrone Power will star in Columbia's Music by Duchin.

ONT. FILM COUNCILS' INSTITUTES

Three workshops on Films and Community Leadership, sponsored by the Ontario Association of Film Councils, Incorporated, the Programmes Branch of the Ontario Department of Education and the National Film Board, in co-operation with the universities concerned, will be held this summer.

The first will take place at the University of Western Ontario in London on July 11-14; the second at Queen's University in Kingston on July 18-21; and the third at North Bay Teachers' College on July 25-28. Professor E. W. Bovard will act as director of all three workshops and each will have an Institute dinner and a showing of some of the 1955 Canadian Film Awards winners.

WIN AT CANNES

(Continued from Page 1)

to Serge Vassiliev for the Russo-Bulgarian entry, The Heroes of Chipka. Russia also won international prizes with Romeo and Juliet, a feature-length ballet film, and The Great Family, the latter for the high level of its performances.

Two additional jury mentions went to two child stars, Pady Naaz for the Indian film, Boot Polish, and to Pablito Calvo, for his performance in the Spanish picture, Marcelino, Pan Y Vino.

The Isle of Fire (Italy) was named the best documentary. La Grande Peche (France) won the prize for the best reporting. The Golden Antelope, a Russian cartoon, won a special mention.

The International Critics Association award went to the Mexican film, Raices.

ASN Studios Adds Ex-RCAF Lenser

Associated Screen Studios, Toronto, has appointed Don McMillan as newsreel cameraman covering the Ontario area.

McMillan, until his recent appointment to ASN, served with the RCAF Motion Picture Branch producing documentary and training films. For over the past 30 years, Associated Screen News has served the major USA newsreel companies, as well as supplying Canadian material for other foreign markets.

Columbia Western

Angela Lansbury will team for the first time with Randolph Scott in Columbia's Technicolor Western, Marshal of Medicine Bend. Harry Joe Brown is producing and Joseph H. Lewis directing.

Rhonda Fleming Cast In 3 Bogeaus Films

Benedict Bogeaus has signed Rhonda Fleming to a one-picture-a-year deal for the next three years. The statuesque redhead will star in Tennessee's Partner with Ronald Reagan and John Payne as the first of her three pictures.

Picturization of the Bret Harte classic of the Old West is now before the Superscope-Technicolor cameras under the direction of Allan Dwan. RKO will distribute the film.

OUR BUSINESS

(Continued from Page 3)

the fire insurance on your theatre because you couldn't afford it?

In this kind of situation helping one another can mean helping oneself. By signing your pledge you will be doing exactly that. How about it, Joe?

Sincerely yours,
A Fellow Exhibitor.

U-I LINEUP

(Continued from Page 1)

to be one of the greatest groups of important productions in the history of the company.

The Shrike, the highly dramatic production, starring Jose Ferrer and June Allyson, and Foxfire, in Technicolor, starring Jane Russell and Jeff Chandler, were shown, along with these:

To Hell and Back, in CinemaScope and Technicolor and based on the experiences of Audie Murphy, America's most decorated hero of World War II, a picture already being hailed as one of the finest and most stirring pictures ever produced by Universal.

The Private War of Major Benson, in Technicolor starring Charlton Heston and Julie Adams, received enthusiastic audience response at its sneak preview recently and is being compared to Going My Way in the warmth and humor of its wide audience appeal.

One Desire, in Technicolor starring Anne Baxter, Rock Hudson and Julie Adams.

There's Always Tomorrow, a drama starring Barbara Stanwyck, Fred MacMurray, Joan Bennett, Pat Crowley, William Reynolds and Gigi Perreau.

All That Heaven Allows, in Technicolor starring Jane Wyman and Rock Hudson and a large supporting cast produced with the same wide audience appeal as the phenomenally successful Magnificent Obsession.

The Second Greatest Sex, a large scale musical in CinemaScope and Technicolor starring Jeanne Crain, George Nader, Kitty Kallen, Bert Lahr, Mamie Van Doren, Keith Andes, Kathleen Case and Paul Gilbert.

Female on the Beach, in Technicolor starring Joan Crawford, Jeff Chandler and Jan Sterling.

The Spoilers, based on Rex Beach's classical novel, in Technicolor and starring Anne Baxter, Jeff Chandler, Rory Calhoun, Ray Danton, Barbara Britton and John McIntire.

In addition to the above completed films they looked at incomplete footage on:

A Time Remembered, in Technicolor starring Rock Hudson and Cornell Borchers, the sensational new European actress who was recently signed to a long-term contract by U-I after she had won a British Academy Award as Europe's best actress. George Sanders is also starred.

David Wayne Signed

David Wayne has been signed by MGM to join Frank Sinatra and Debbie Reynolds in a top role in The Tender Trap, based on the New York stage production. The picture will be produced by Lawrence Weingarten and directed by Charles Walters from a screenplay by Julius Epstein.

News Notes

MOVIE THEATRE CONSTRUCTION

A 1,200-seat theatre, equipped for VistaVision and CinemaScope and all the latest forms of sound transmission, will be built in the Don Mills area of Toronto by Odeon Theatres (Canada) Limited. Adequate parking facilities and the most luxurious seating available will be provided. To start soon, the theatre is expected to be in operation by the end of the year.

Also in Toronto, the 1,436-seat Tivoli, to be closed by Famous Players on May 28 for renovations, will have every modern development, including 36-inch spring-back seats, with accommodation cut to 1,000. It should reopen in about ten weeks.

Unidentified interests have purchased a site in Penticton, BC for a 400-car, $60,000 drive-in.

The Capitol in Kincardine, Ontario and the Royal, Moose Jaw, Saskatchewan have closed temporarily to allow for major renovations and refurbishing.

Plans for a drive-in on the Caughnawaga Indian Reserve in Quebec have evidently been abandoned in the face of adamant opposition from Provincial authorities. The last of the screen uprights, erected a year ago, have collapsed.

CHRISTOPHERS HONOR 11 FILM MEN

Eleven film men were among the 25 recipients of Christopher Awards, announced in New York recently, for the production of high-quality entertainment during the six months ending March 31. Bronze medallions were presented to the winners by Father James Keller, founder of the Christophers, who cited them for the positive way they had used their talents.

Film folk honored were Robert Arthur, John Ford and Edward Hope, producer, director and writer respectively of Columbia's The Long Gray Line; Louis de Rochemont, Robert Bendick and Philippe de Lacy, directors, and Otis Carney and Louis de Rochemont 3rd, writers, for the Stanley Warner release, Cinerama Holiday; and William Selwyn, Francis D. Lyon and Richard Collins, producer, director and writer of Allied Artists' The Bob Mathias Story.

'OBJECTIONABLE' FILMS INCREASING?

Growth in films of matter objectionable to Catholics was charged by the Rev. Thomas F. Little, executive secretary of the National Legion of Decency, at the recent 20th anniversary luncheon of the Motion Picture Department of the International Federation of Catholic Alumnae at Hampshire House in New York.

He pointed out in his speech that the MPAA's Production Code had failed to stem this increase in "material which is gravely offensive to the moral law." Since October 72 films of 196 classified by the Legion had been found objectionable in part.

Father Little's criticism was called unfair by Dore Schary of MGM and Y. Frank Freeman of Paramount. Schary said that it was a shame that the whole industry should be blasted because of a few pictures and Freeman said he would support the Legion of Decency head up to a point but that his criticism wasn't proportionate.

Among those who heard Father Little suggest that a condition exists "that is gravely in need of correction" were Martin Quigley, Sr., editor-in-chief of Quigley Publications and author of the Code; Martin Quigley, Jr., editor, Motion Picture Herald; George Murphy, MGM; Arthur DeBra, the MPAA's public relations director; Gordon White, the MPAA's administrator of the Advertising Code; Albert Howson, Warner Brothers; and John J. O'Connor, Universal-International.

JARO SCREEN-AD MEN'S BACKGROUND

Joint managing directors of the newly-opened J. Arthur Rank Screen Advertising Services Limited, Robert Wallace and Neil Sneyd, have the type of broad experience that equips them well for their posts, including the establishment and operation of Publicity Film Distributors Limited, which company has been incorporated into the JARO venture. John D. Ralph, recently of Great Britain, heads the company as vice-president.

Wallace has been in advertising and film distribution for ten years, having handled publicity in Britain for JARO and Universal-International. He organized Audio Pictures' western screen ad sales and for a while was that company's general sales manager, leaving to organize, with Sneyd, Publicity Film Distributors.

Sneyd, who attended Dublin University, came here in 1948 and later joined the J. Walter Thompson Company as a copywriter, following this with a period at James Fisher Company Limited. He left to join Wallace to establish their own screen ad firm.

Prep Edinburgh Film Festival

A promising time for cinema workers and those with more than surface interest in films is indicated by literature on the Ninth International Edinburgh Film Festival. The dates for the famous film assembly, which operates under the legend, The Living Cinema, are August 21 to September 11. Organized by the Edinburgh Film Guild with the support and collaboration of the British Film Institute, the Festival is recognized by the International Federation of Film Producers Associations. At the last one films were shown from over 36 different countries.

A number of conferences dealing with various aspects of the cinema will be held during the Festival. Among the most important of these will be one organized by the Scottish Film Council and the Educational Film Conference Committee on The Film in Publicity. Prominent people involved in the production and use of films in this field will address the Conference, which will be held on Thursday, September 1.

The Edinburgh Festival has always recognized the importance of films produced specially for children by arranging programs drawn from international sources, and by lectures and discussions.

This year, during the week September 5-10, there will be a whole series of performances of children's films, with meetings, discussions and an International Conference on The Children's Cinema, which will be addressed by many prominent people connected with the movement throughout the world.

As in former years there will be a number of lectures by notable film personalities. These will include the Second Annual British Film Academy Celebrity Lecture. Directors, actors and actresses will be present at the Gala Premieres, and as often as possible at other performances the makers of the films will introduce their own productions.

Informal open discussion meetings are held at the Festival Club in Film House. This Filmmakers Forum provides an opportunity to talk over production details with people actually connected with the making of several of the films included in the day's program.

The Festival Club Bar at Film House is now a world-famous meeting place for directors, producers, writers, film society leaders and users of the film in every field. The many informal gatherings held here, and elsewhere, are one of the most stimulating features of the Festival.

Typographs

Observanda

THAT NICE COUPLE, George and Beryl Formby, enjoyed the luncheon given in their honor by Variety's canvasmen. By the way, didn't the Formby shows point up the fact that Monty Hall, a witty, handsome and very personable guy, is overdue for his own TV show? . . . *John J. Fitzgibbons, Sr.* will spend much of each year in Hollywood from now on. He bought a house there . . . *Radio's Nancy Hale* will read *America's Other Mother,* from this space, over her many stations . . . *Wrecking* of Fan Tan Alley — lower Chinatown — has caused a sprucing-up of Dundas Street properties, into which many of the dispossessed have moved . . . *Nabe movie* biz is heartbreaking. More and more, this is getting to be a downtown business . . . *Gisele Mackenzie* did very well in a *Justice* TV chapter as a composer-singer cheated by a racketeering agent. Lawyer Gary Merrill fixed the agent so that he had no acts to grind . . . *In the battle* of the Stratfords Canada is the best bet, judging from some of the USA players — Faye Emerson, Roddy McDowell . . . *Cutline* correction: Stew McQuay is JARO's *Winnipeg* manager.

NORMAN McLAREN'S cameraless capers, *Blinkity Blank,* ran in the Cannes and won the NFB another award. There's a good story about McLaren's celluloid doodling by Harold Benson in the April *American Cinematographer.* Benson wrote: "Even his jokes are visual; the most notorious is the enormous eye which he pastelled on the inside of a lady friend's toilet" . . . *Clyde Gilmour* is jocularly touting "UltraScope, the widest screen ever, with improved serio-comic sound," its first production being *A Broad Is Only Broad as She's Long.* The rumor is, he says, that the NY preem will offer Gracie Fields singing *The Biggest Aspect Ratio in the World . . . Here's to that* unsung hero of variety entertainment, that emphasizer of antics, that pointer-up of the punch, that lad whose wonderful timing is vital — the drummer. This town has two who are tops in the trade — Mickey Shannon, who used to be in Dennis Stone's Barclay Hotel band and played the Formby show, and Nibsy Silverstein of the Casino . . . *Wiggle Test* for male adults: Marilyn Monroe's suggestive saunter . . . *Chet Friedman* is back at his MGM desk, you'll be glad to hear, after that short illness. Nice to have such a good, helpful guy handy again.

A MAN WAILED that business was so bad that he lost $45 every day he kept his store open. The listener asked how he managed to make a living.

"I close on Tuesday and Fridays," he answered, "and the $45 I save each day is enough to carry me through the week."

ONTARIO CENSOR got a letter from a ruralite asking the identification of Quebec trees shown in a recent newsreel. The information about those trees, he wrote, was no doubt absolutely beyond question, since Mr. Silverthorne would certainly not pass it for censorship otherwise. The sap tapper of those trees, the commentator had said, would get a quart of syrup per gallon of sap. The letter writer explained that in all his life he had only gotten a quart of syrup out of ten gallons of sap, so please hurry the information . . . *Napier Moore's* column in *The Financial Post* notes that this tombstone inscription is popular: "As you are now, so once was I,/ As I am now, so will you be./ So be prepared to follow me." That reminded me of the time years ago when, visiting Toronto's Necropolis, I came upon a horizontal gravestone overgrown with lichen. I probed through the lichen, printing each letter of the inscription on a pad as I identified it. When I read the whole I felt like a person who had opened another's mail and found that the writing in it anticipated just that! The words on the pad: "Reader, in health and strength death may be near thee,/ Let my removal warn thee to prepare" . . . *Good reading* is George Jessel's new book, *This Way Miss.* Much sentiment, some home truths about certain idolized performers, and plenty of laughs.

YOU KNOW SOMETHING? This country is just crying for a movie industry worthy of the talents of the people of our theatre. William Inge's *Picnic,* directed supremely well by Henry Kaplan for the Garden Centre Theatre of John Yorke and Alan Savage, is proof of the quality of our players. The acting of James Doohan, Dawn Greenhalgh, Barbara Hamilton, Cosette Lee, Joe Austin and others got the Garden Centre 20-show season off to a great beginning. And on June 27 Wayne & Shuster, my favorite favorites, will rampage through *Room Service . . . Chicago mobster,* representing a rival horse syndicate, tossed a bomb into *The Black Angus,* a fancy steak joint — just three hours after George Altman and Hans Fread, your Sign of the Steer host, toured the premises. Just goes to show how important timing is . . . *Sammy Sales* will do the Menasha Skolnick role—and do it well—in *The Fifth Season,* due at The Red Barn in Jackson's Point . . . *I'll bet that* the now-unused Moulton College premises on Bloor would make good CBC-TV space . . . *Ernst Borneman,* NFB executive under Grierson, is here from Britain for the first time since 1947. Novelist, jazz historian and industry authority, Ernst won't be happy until he can make feature films in Canada. He's on his way to a Hollywood writing stint for MGM.

PUBLICITY IS a highly specialized business but publicity men have a hard time having their accomplishments recognized. A publicity man may do something he's really proud of but he gets a cold stare from his boss, who just can't understand the difficulties involved. That's an old story that fits in with a new story I read in Joseph Kaselow's *Advertising Field,* a column in the *NY Herald Tribune.*

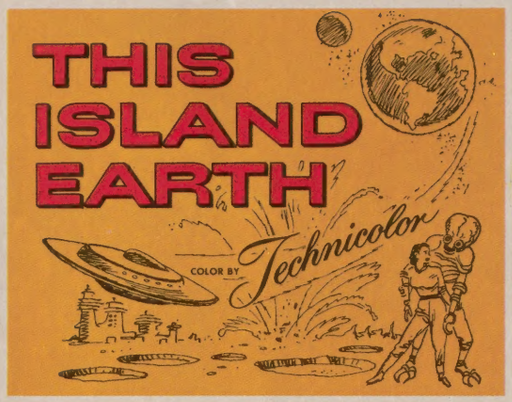
A press agent managed to get the major wire services to distribute a picture of a stunt boosting a new client. Hundreds of clippings came in from papers right across the country and the press agent rushed happily over to the client with them.

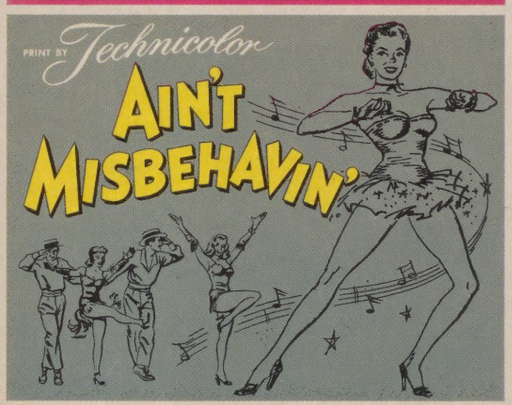
The client looked mournfully at them. "What good is this kind of publicity?" he growled. "All the pictures are the same!"

END OF POEM by Ken (Ogden) Johnson, as printed by Stan Helleur: "All of which brings us to a time in history/ When one may be guilty of deviationistory." Comment by H. (Nash) B: "So to be reactionary/ Is obviously unsatisfactionary" . . . *Einstein's* recent words to a youth, as reported in *Life*: "Try not to become a man of success but rather try to become a man of value. He is considered successful in our day who gets more out of life than he puts in. But a man of value will give more than he receives" . . . *House detective* in a Toronto hotel is referred to by the younger male guests as "Mr. Frean" because he likes to peek. To them as ain't hep: That's a joke based on the name that meets the eye so often on biscuit packages: Peek Frean's . . . *The face-to-face* crash of Grey Cup football finalists is almost matched every day by the people trying to get off Bloor cars at the subway vs. those trying to get on. Surely it is possible to organize unobstructed loading and unloading? . . . *I was taken* with this rhyme from Leo Guild's *Hollywood Reporter* column, *On the Air*: "A divinity student named Tweedle/ Refused to accept his degree./ He didn't object to the Tweedle/ But he hated the Tweedle, D.D." . . . *Applicant* for credit, asked what his work was, replied that he was a garbageman. "How much do you make?" was the next question. "You don't understand," said the garbageman. "I don't make it; I collect it."

GOOD STORY IN a 1913 book, *Law & Laughter,* by George A. Morton and D. Macleod Malloch. The section about Irish barristers tells about a duel between J. P. Curran, a cocky little man, and John Egan, a great big one. Egan complained that the advantage was with Curran as they prepared to fight. "I might as well fire at a razor's edge as at him," he complained, "and he may hit me as easily as a turf-stack."

Curran said that he wished no advantage. Let his size, he suggested, be marked in chalk on Egan's frame. "I am quite content," he said, "that every shot which hits outside that mark should *go for nothing.*"





this

SUMMER...

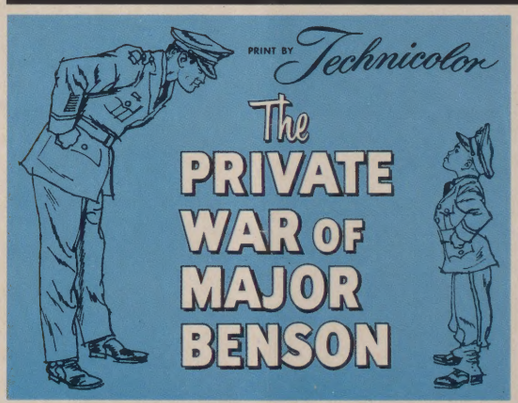
as every season...
every month...
the pictures from

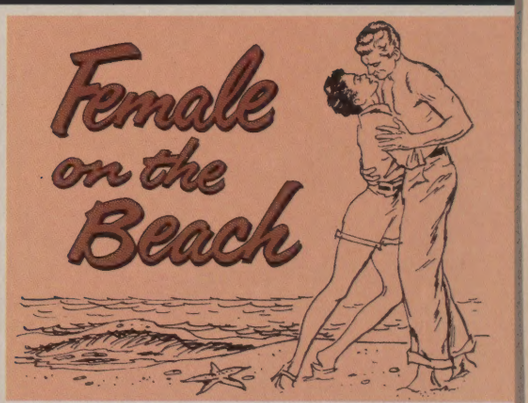
UNIVERSAL

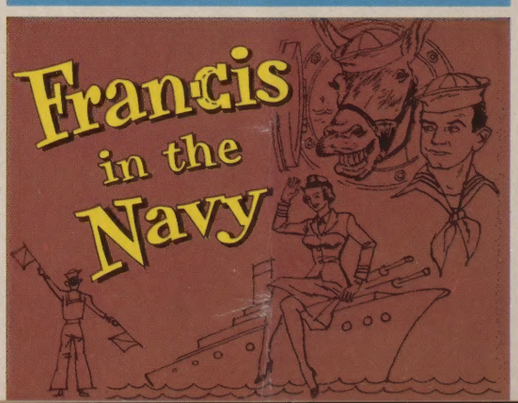
speak for themselves...
where they count the
most.....at your

BOX-OFFICE!

Universal International







THE SUPREME EXCITEMENT OF OUR TIME!

2½ YEARS IN THE MAKING!

THIS ISLAND EARTH

STARRING

JEFF MORROW
FAITH DOMERGUE
REX REASON

COLOR BY Technicolor

Screenplay by FRANKLIN COEN and EDWARD G. O'CALLAGHAN
Directed by JOSEPH NEWMAN • Produced by WILLIAM ALLAND

Jane's got Jeff

...living every passionate page of Anya Seton's Best Seller!

JANE RUSSELL
JEFF CHANDLER

FOXFIRE

COLOR BY Technicolor

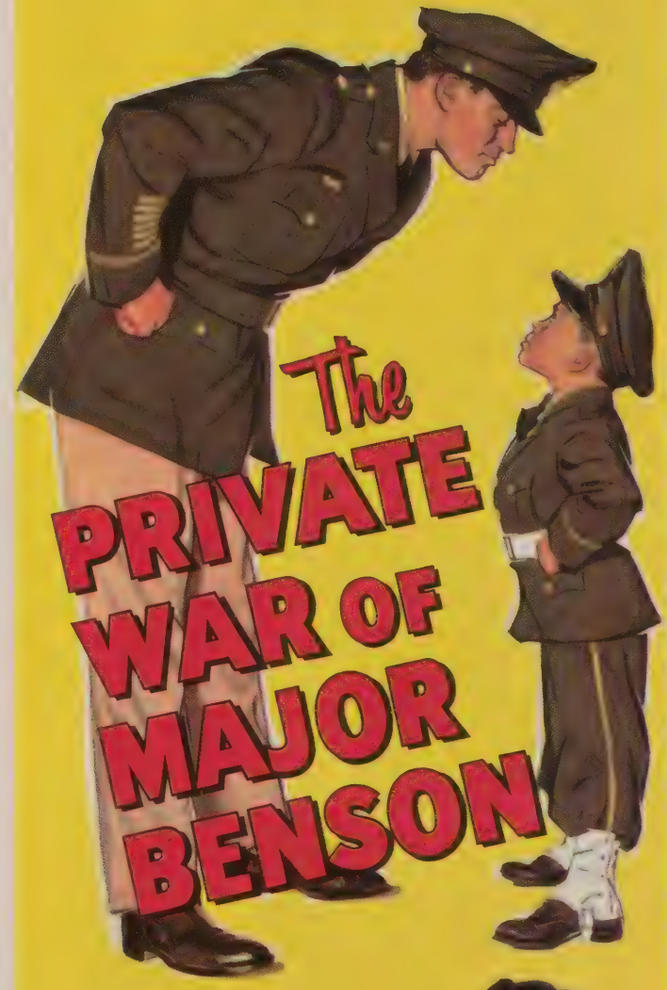
CO-STARRING

DAN DURYEA

WITH MARA CORDAY • BARTON MacLANE

Screenplay by KETTI FRINGS • Directed by JOSEPH PEVNEY
Produced by AARON ROSENBERG

CHARLTON HESTON
JULIE ADAMS



The PRIVATE WAR OF MAJOR BENSON

PRINT BY Technicolor

WITH
WILLIAM DEMAREST · TIM CONSIDINE · SAL MINEO
NANA BRYANT · MILBURN STONE · MARY FIELD
AND INTRODUCING TIM HOVEY

Screenplay by WILLIAM ROBERTS and RICHARD ALAN SIMMONS
Directed by JERRY HOPPER · Produced by HOWARD PINE

ANNE BAXTER
ROCK HUDSON
JULIE ADAMS

One Desire

PRINT BY Technicolor

WITH CARL BENTON REID · NATALIE WOOD

Screenplay by LAWRENCE ROMAN and ROBERT BLEES
Directed by JERRY HOPPER · Produced by ROSS HUNTER

TURN PAGE

THE SUPREME EXCITEMENT OF OUR TIME!
2 1/2 YEARS IN THE MAKING!
THIS ISLAND EARTH
STARRING
JEFF MORROW
FAITH DOMERGUE
REX REASON
COLOR BY Technicolor
Screenplay by FRANKLIN COEN and EDWARD G. O'CALLAGHAN
Directed by JOSEPH NEWMAN • Produced by WILLIAM ALLAND

Jane's got Jeff
FOX FIRE
...living every passionate page of Anya Seton's Best Seller!
JANE RUSSELL
JEFF CHANDLER
FOXFIRE
COLOR BY Technicolor
CO-STARRING
DAN DURYEA
WITH MARA CORDAY • BARTON MacLANE
Screenplay by KETTI FRINGS • Directed by JOSEPH PEVNEY
Produced by AARON ROSENBERG

AIN'T
MISBEHAVIN'
SPARKLING NEW HIT SONGS!
Technicolor
STARRING
RORY CALHOUN
PIPER LAURIE
JACK CARSON
MAMIE Van DOREN
with REGINALD GARDINER • BARBARA BRITTON
Screenplay by EDWARD BUZZELL, PHILIP RAPP and DEVERY FREEMAN
Directed by EDWARD BUZZELL • Produced by SAMUEL MARX

TONY
CURTIS
COLLEEN
MILLER
CINEMASCOPE
The Purple Mask
PRINT BY Technicolor
CO-STARRING
GENE BARRY • DAN O'HERLIHY
ANGELA LANSBURY
WITH GEORGE DOLENZ • JOHN HOYT
Screenplay by OSCAR BRODNEY • Directed by BRUCE HUMBERSTONE
Produced by HOWARD CHRISTIE

DONALD
O'CONNOR
MARTHA
HYER
Francis
IN THE
NAVY
WITH
RICHARD ERDMAN • JIM BACKUS • MYRNA HANSEN
LEIGH SNOWDEN and Francis The Talking Mule
Story and Screenplay by DEVERY FREEMAN • Directed by ARTHUR LUBIN
Produced by STANLEY RUBIN

JOAN
CRAWFORD
JEFF
CHANDLER
Female on the Beach
CO-STARRING JAN STERLING
WITH CECIL KELLAWAY • CHARLES DRAKE
Screenplay by ROBERT HILL and RICHARD ALAN SIMMONS
Directed by JOSEPH PEVNEY • Produced by ALBERT ZUGSMITH

Universal-International presents

JOSÉ FERRER · JUNE ALLYSON

in the Great Pulitzer Prize Drama...

Every shocking moment, every intimate scene brought to the screen!

The Shrike

with JOY PAGE · KENDALL CLARK · ISABEL BONNER

Directed by JOSÉ FERRER · Screenplay by KETTI FRINGS · Based on the play by JOSEPH KRAMM · Produced by AARON ROSENBERG

LITHO IN U. S. A.

REPUBLIC'S 20

(Continued from Page 1)

is an effective answer to recent misunderstandings about Republic's future activity.

Leading off the schedule is the much-talked-about and well-reviewed feature, The Eternal Sea, which opened its Canadian engagements in Loew's Uptown, Toronto, and Loew's London. It co-stars Sterling Hayden, Alexis Smith and Dean Jagger and has been strongly advertised and publicized.

Among the films in the program are Santa Fe Passage, with John Payne, Faith Domergue and Rod Cameron, in Trucolor; I Cover the Underworld, starring Sean McClory, Joanna Jordan, Ray Middleton and Jaclynne Greene; Don Juan's Night of Love, with Raf Vallone and Silvana Pampanini; Road to Denver, starring John Payne, Mona Freeman, Lee J. Cobb, Ray Middleton and Skip Homeier, in Trucolor; Flame of the Island, with Yvonne DeCarlo, Howard Duff and Zachary Scott, in Trucolor.

Also The Green Buddha, with Wayne Morris and Mary Germaine heading the cast; City of Shadows, starring Victor McLaglen; Double Jeopardy, with Rod Cameron, Gale Robbins and Allison Hayes; Magic Fire, a William Dieterle production in Trucolor, starring Yvonne DeCarlo, Carlos Thompson, Rita Gam, Valentina Cortesa and Alan Badel; Mystery of the Black Jungle, with Lex Barker; Deadline Alley, with Rod Cameron, Julie Bishop and Ben Cooper.

Also Jaguar, with Sabu, Chiquita and Barton MacLane; The Last Command, with Sterling Hayden, Anna Maria Alberghetti, Richard Carlson, Arthur Hunnicutt, Ernest Borgnine and J. Carrol Naish; Lay That Rifle Down, with Judy Canova, Robert Lowery and Jil Jarmyn; Circus Girl, in Trucolor; The Hostage, directed by Ray Milland and starring Milland and Mary Murphy; The Vanishing American, in Trucolor and starring Scott Brady, Audrey Totter and Forrest Tucker; and Come Next Spring, a Robert Alexander production in Trucolor, starring Steve Cochran, Ann Sheridan and Sonny Tufts.

'Bridge Of San Luis Rey'

Barbara Stanwyck will star in Benedict Bogeaus' Bridge of San Luis Rey, which RKO will release.

WB, Whorf Sign Pact

Richard Whorf has signed a long-term contract as a producer for Warner Bros. Studios. Whorf reports to the Burbank studios immediately to start studying properties for his first picture.

Short Throws

CINEMASCOPE will be used for the first time for a film produced in Canada by the Nova Scotia Film Bureau, a government organization, which is planning to capture on film all the tourist-attracting events this summer in the Maritime province. Arrangements for use of anamorphic lenses were made with Bell & Howell and the production, which will be released through special outlets in Canada and the USA, is to be in 16 mm. color.

PTS CORPORATION, named for William H. Pine, William C. Thomas and Maxwell Shane, has been formed to continue the multiple-picture agreement between Pine-Thomas Productions and United Artists. The Pine-Thomas label will be continued, since the heirs of the late Bill Pine intend to retain his interest in the company.

MIDNIGHT shows for Sunday, May 22, before the Empire Day holiday, were permitted in Toronto and theatres sold tickets during the week previous admitting holders into the theatre at 11.30 p.m. The advance tickets have always proved popular, since patrons who have them do not have to queue up and wait until 12.05 to purchase an admission.

ADDITIONS to the Adult Entertainment list of the Ontario Censor Board include Big House U.S.A., End of the Affair, Gate of Hell, New York Confidential, Wages of Fear and Io Th'o Incontrata a Napoli (I Met You in Naples).

GROWTH of the USA in commerce and agriculture will be depicted in a 16 mm. historical film collection to be established as the American Historical Film Foundation by Syracuse University. An independent foundation with a board of trustees and an advisory council of specialists will develop an archive by locating, collecting and evaluating documentary films.

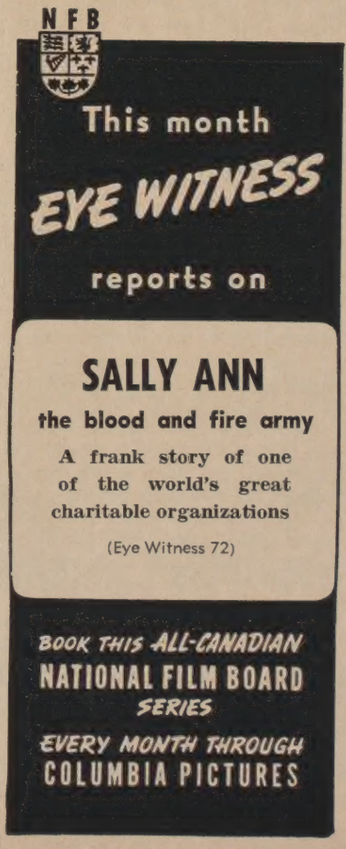
VISTAVISION motion picture equipment, costing $50,000 and featuring a screen 28' x 46', has been installed in the Criterion in New York. It is the third in the city, the others being the Paramount and Radio City Music Hall. First installation in Canada, and the only one thus far completed, is at the Imperial, Toronto.

"THE COMBINED film society audiences of the world could, if organized, provide an economic basis for experimental and progressive film-making by the world's best writers and directors," Paul Rotha, head of the television-documentary division of the BBC, told those at the awards dinner of the Golden Reel Festival of the American Film Assembly at the Waldorf-Astoria Hotel, NY. He stressed the role of the 16 mm. film in international understanding and cited the "rapid growth of world television" in regard to 16 mm. production.

SAMUEL GOLDWYN, one of the eight who founded the Society of Independent Motion Picture Producers in 1942, has resigned from the association because changes in the structure of the movie business in recent years had narrowed "the society's area of activities." He mentioned that many of the original members of the organization had withdrawn from it and that now "a large part of independent production is being financed by major companies."

WB Acquires Story

Toward the Unknown, sky-blazing story by Beirne Lay, Jr., about USA Air Force experimental planes of the future, will be made by Warner Bros. as one of the most important pictures on the studio's schedule, with Mervyn LeRoy producing and directing. It will be presented with a cast of top star names.



News Clips

MGM's controversial The Blackboard Jungle was attacked in Toronto by a group of mothers and a city councillor . . . TV's Jackie Gleason had a Toronto legal firm file a writ against Liberty Magazine over a recent article . . . J. Bryan Vaughan was elected president of the Canadian Public Relations Society in Toronto . . . Ralph Bartlett was moved from Sarnia by Odeon to manage the Capitol, Hamilton as successor to Nick Langston, now with Biltmore . . . In Regina David Ongley of Toronto, solicitor for the Canadian Picture Pioneers, was elected president of the Dominion Drama Festival.

Method of giving Vancouver street car passengers one-way fare free to a Famous Players theatre is for the conductor to issue a transfer which, on presentation to the boxoffice, brings a bus ticket . . . Manager of the Royal and Studio theatres, Moose Jaw, is now Alex Hunt, projectionist at the Royal for 20 years . . . Winnipeg projectionists just signed a two-year deal with members of the Manitoba Motion Picture Exhibitors Association . . . UA's one-week campaign for a picture on every screen is dated for July 1-7.

With the Daylight Theatre Company for 36 years, Richard Bassett died recently in Saskatoon at 66 . . . Tuppy, a pet goose at Crawley Films, Ottawa, has been named to the board of directors and the fun was carried to the point where Austin F. Cross, Ottawa Citizen columnist, unveiled a photo of it in the presence of Budge Crawley and Graeme Fraser . . . Dave Bickler has been named UA sales manager in Britain . . . Association of Canadian Advertisers, meeting in Toronto, was told that three-quarters of viewers of screen ads remembered the advertisers.

Birth of a Nation, now a controversial film, is running at the Empress, Montreal . . . Miss M. H. Latimer is the new secretary-treasurer of Motion Picture Centre Limited, Toronto. She's from Penticton, BC . . . Variety Club of London will be host at a June 7 luncheon, when the UN Association will present Danny Kaye, who holds a gold card in the Toronto tent, with a $420,000 cheque for the UN Children's Fund . . . Life directors of Mount Sinai Hospital, Toronto, drawn from the film-theatre industry, are Arthur Cohen, Raoul Auerbach, Herbert Allen and Henry Nathanson.

THE PICK OF THE PICTURES

Canadian Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

REVIEWS INFORMATION RATINGS

Page 16 REVIEWS FROM THE FILM DAILY, NEW YORK Vol. 20, No. 21

FIVE GUNS WEST

with John Lund, Dorothy Malone and Touch Connors.

(Pathecolor)

Cardinal-JARO 78 Mins.

OFFBEAT PSYCHOLOGICAL DRAMA IN CIVIL WAR-WESTERN SETTING SIZES UP AS A POTENTIAL SLEEPER. FINE SCREENPLAY, FIRST RATE DIRECTION ARE FACTORS.

Cardinal-JARO may have a sleeper on its hands with this one from indie producer Roger Corman. Corman has shown inventiveness and thoroughness in both his production and direction of Five Guns West which is an offbeat psychological drama.

Screenplay is taut and crisp and the Pathecolor photography by Floyd Crosby is craftsmanship of the highest sort.

In an effort to stem the tide of deserters from the forces of the South during the closing days of the Civil War and to apprehend a certain Stephen Jethro who is carrying in a stagecoach, $30,000 badly needed by the South, the Southern Army decides to take a gamble. They assign five convicted murderers to ambush the stagecoach and pick up Jethro and the money he is carrying.

In return for volunteering for the job, the criminals are given full pardons and are sent on their mission after a briefing by a Southern officer. Unbeknownst to the other four, the fifth member of the group is actually a confederate officer, Govern Sturges (John Lund).

Immediately after beginning their trip, the men start plotting to double cross each other and take the gold for themselves, but Sturges holds them together through the hazards of attacking Indians until they reach Dawn Springs.

Here they find a beautiful young girl Shalee (Dorothy Malone) and her uncle (James Stone), the only two people at the station. While waiting for the stagecoach to arrive the men attempt to win the girl for themselves. Govern, however, keeps order and protects the girl from the other men, meanwhile falling in love with her himself.

In the ensuing events three of the criminals are killed and the fourth escapes. Govern takes Jethro South, knowing he will return to Shalee once the war is over.

CAST: John Lund, Dorothy Malone, Touch Connors, Bob Campbell, Jonothon Haze, Paul Birch, James Stone.

CREDITS: Producer-Director, Roger Corman; Screenplay, R. Wright Campbell; Photography, Floyd Crosby.

DIRECTION: First Rate.

PHOTOGRAPHY: Very Good.

EAST OF EDEN

with James Dean, Julie Harris, Raymond Massey, Burl Ives.

Warner Bros. (CinemaScope-WarnerColor) 115 Mins.

QUALITY FILM BASED ON THE STEINBECK NOVEL. EXCELLENT PRODUCTION, ACTING AND DIRECTION. INTRODUCING JAMES DEAN WHO MAY BE A HYPO AT THE BOXOFFICE.

East of Eden is high quality picture making. Strong among the factors which could make it a boxoffice success is the presence of James Dean, an arresting young actor who has something of the magnetism of Brando. The parallel, in fact, is at times too close, Dean playing one of those inarticulate, sensitive young boys in a style similar to that already made famous by the other actor. In any case, this fellow is a striking personality and is likely to become a major screen attraction with the release of the picture. Whether he irritates or fascinates, he's going to get a lot of attention.

Also count on the reputation of director Elia Kazan, an award winner; the work of a fine cast led by Julie Harris; an often-moving story based on the Steinbeck best seller; topnotch photography by Ted McCord, making imaginative use of CinemaScope and WarnerColor and a rich production re-creating the period during the First World War.

These plus factors count considerably in offsetting the fact that the picture does not completely hang together, vitiating its effect with a rambling, sometimes obscure script. The Paul Osborn adaptation uses as its base the last 100 pages of the Steinbeck opus, and therein lies some of its difficulty. Certain of the characters, notably the hero's brother, do not emerge clearly. In cutting out the main part of the novel, Osborn has also cut out necessary exposition.

More importantly, much of the footage, for instance the section dealing with World War I and intolerance toward a German in the community, while interesting in itself, does not advance the central story.

Proportionately, however, Kazan has given vigorous direction to a number of powerful sequences; scenes in what quite clearly is a house of prostitution, a love scene in a ferris wheel between Dean and Julie Harris and a charged moment in which Dean begs his father to love him.

And Kazan has gotten the best from his players. Apart from Dean, Julie Harris as a neighboring girl, loved by both brothers, is superb. Playing the father, Raymond Massey has never been better and Jo Van Fleet gives a performance to remember as the corrupt, cynical mother, turned madam. Also registering are Burl Ives as an understanding sheriff, Albert Dekker as a businessman and Lois Smith in a brief appearance as a slavey. Faring less well is another newcomer, Richard Davalos who as the hero's brother has to deal with a poorly-written character.

Story centres on twin brothers, Cal and Aron Trask. Cal is jealous of his brother and feels that their Bible-reading father has never loved him. Cal constantly works to win his father's love, irritating the man, at the same time, with his violent behavior. Cal gets $5,000 from his mother, who supposedly had died but in reality is operating a house in the next town, and invests the money in order to give the profit to his father.

At a birthday planned by Cal, the father refuses the present, declaring it to be dishonest to make money from the war, and Cal, enraged, takes his idealistic brother to the house of prostitution. Aron goes almost insane and the father has a stroke. Helped and loved by Abra, the girl who had been engaged to Aron, Cal expresses his love for his father freely for the first time and the father forgives and accepts his son.

Title is based on a Biblical passage in which Cain, having slain his brother Abel, goes to live somewhere east of Eden.

CAST: Julie Harris, James Dean, Raymond Massey, Burl Ives, Richard Davalos, Jo Van Fleet, Albert Dekker, Lois Smith, Harold Gordon, Timothy Carey, Mario Siletti, Lonny Chapman, Nick Dennis.

CREDITS: Produced and directed by Elia Kazan; Screenplay by Paul Osborn; Photography, Ted McCord; Music, Leonard Rosenman; Art directors, James Basevi and Malcolm Bert; Editor, Owen Marks; Set decorator, George James Hopkins.

DIRECTION: Interesting. **PHOTOGRAPHY:** Fine.

Cast In 'Vanishing American'

Scott Brady and Audrey Totter will star in Republic's filmization of Zane Grey's The Vanishing American.

'The Man Who Never Was'

Twentieth Century-Fox star Clifton Webb's next film assignment is Andre Hakim's production of The Man Who Never Was.

ESCAPE TO BURMA

with Barbara Stanwyck, Robert Ryan, David Farrar.

RKO (SuperScope-Technicolor) 78 Mins.

PERKINS' BOOK, BOW TAMELY TO ME, FEATURING MISS STANWYCK AS ASIAN PLANTATION OWNER. EXOTIC SETS AND COSTUMES, EXCELLENT MUSICAL SCORE STIMULATES AVERAGE SCREENPLAY.

Benedict Bogeaus' production starring Barbara Stanwyck, Robert Ryan and David Farrar, is a lavish one set deep in the jungles of Asia where Miss Stanwyck is mistress of a teak plantation. Ryan, who's wanted by the local ruler, under the misapprehension that he murdered his son, takes refuge at Miss Stanwyck's home under an assumed name.

When Farrar, a Security Officer, arrives at the plantation in search of Ryan, Miss Stanwyck realizes she's fallen in love with him and impedes Farrar's progress. Later in the screenplay, however, she urges Ryan to give himself up to Farrar rather than be killed.

This he does, but escapes again when the trio are captured by Burmese bandits. The ruler's men recapture Ryan and he is sentenced to death. Miss Stanwyck and Farrar find a letter from the dead Prince absolving Ryan, and convince the Ruler of this in time to save him from death.

Producer Bogeaus and director Allan Dwan have achieved exotic beauty in their costumes and sets, creating an atmosphere of authenticity for the story, authored by Kenneth Perkins under the title Bow Tamely to Me.

Talbot Jennings and Hobart Donovan are responsible for the screenplay. An specially good musical score has been written by Louis Forbes, which helps to further create the illusion of the mysterious East, aided and abetted by John Alton's Technicolor photography.

The principal cast members are adequate in their portrayals, although each has been seen more advantageously in other roles.

The picture, with all its elements of mystery and surprise, should sell well, however, particularly among Miss Stanwyck's legion of fans.

CAST: Barbara Stanwyck, Robert Ryan, David Farrar, Murvyn Vye, Liza Montell, Robert Warwick, Reginald Denny.

CREDITS: Producer, Benedict Bogeaus; Director, Allan Dwan; Screenplay, Talbot Jennings, Hobart Donovan; Story, Kenneth Perkins; Photography, John Alton.

DIRECTION: Good.

PHOTOGRAPHY: Effective.

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